



Job title	Communications Officer	Job family and level	Administrative, Professional and Managerial Level 3
School/ Department	Campaign & Alumni Relations Office (CARO)	Location	University Park Campus, Kings Meadow Campus

Purpose of role

To plan, develop and deliver content and campaigns within the CARO communications team. Supporting colleagues through communications and content planning processes, the role holder will deliver highly effective supporter and fundraising communications, as well as supporting on engaging our priority Asia-Pacific (APAC) audience.

The role will be split between 2 functions:

- 60% of the time, it will focus on Supporter & Regular Giving communications
- 40% of the time, it will focus on communications for University of Nottingham alumni who live in the Asia-Pacific region

The role will provide knowledge of the general principles and best practices for communications to ensure the effectiveness of CARO in achieving its objective of increasing levels of advocacy, volunteering and philanthropic funding to the University.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	<p>Content development and delivery</p> <ul style="list-style-type: none"> ▪ Work collaboratively with colleagues in the communications team and across CARO to propose, plan, develop and deliver audience focused creative content and communications aligned to the CARO content strategy and shared strategic goals. ▪ Research and create content for online and offline channels (print, website, social media, email), using social media management tools, our email marketing platform, CMS and creative design applications. <p>An example of specific outputs for each function can be found below:</p> <p>Supporter & Regular Giving communications</p> <ul style="list-style-type: none"> - Prepare and distribute quarterly e-newsletters featuring updates on medical research. - Contribute articles and content to the annual magazine for regular givers. - Assist in the creation and broadcast of the quarterly e-newsletter for regular givers. <p>Asia-Pacific Communications</p> <ul style="list-style-type: none"> - Develop and broadcast the APAC alumni e-newsletter. - Manage and broadcast event invitations, follow ups etc., to APAC. - Oversee the management and content of APAC-specific social media channels. 	40%



2	Teamwork <ul style="list-style-type: none">▪ Work with alumni, supporters and other contributors to produce engaging content aligned to the content strategy..▪ Advise and gain support of colleagues within CARO and across the University to contribute to the content strategy and build strong working relationships with internal stakeholders.▪ Build and nurture strong working relationships with alumni communications colleagues at University of Nottingham Ningbo Campus and University of Nottingham Malaysia Campus.▪ As part of the Communications Team, provide administrative cover during periods of colleague absence.	30%
3	Production of Communications <ul style="list-style-type: none">▪ Manage incoming supporter and fundraising communications requests, reviewing and scheduling communications briefs as necessary.▪ Select content generated across the University of Nottingham and amplify ensuring relevance and appeal to the Asia Pacific alumni audience.▪ Source content specifically designed for Asia Pacific alumni, including coverage from events held in Asia.▪ Keep colleagues up to date with communications process tasks and actions, and support delivery to deadline.▪ Ensure effective record keeping practices, including updating the Raiser's Edge database of alumni and supporters in a timely manner.▪ Contribute toward the wider communications team's social media content planning.	15%
4	Evaluating performance <ul style="list-style-type: none">▪ Analyse communications performance against pre-agreed outcomes and make recommendations to drive continuous improvement which enhance the audience experience and improve results.	10%
5	Networks <ul style="list-style-type: none">▪ Maintain and enhance personal knowledge, skills and networks by keeping abreast of best practice and key developments amongst peer universities and third sector organisations and share information with the rest of the team and CARO.▪ Network with colleagues across the all three campuses of the University of Nottingham, and in other higher education institutions and other sectors to share best practice and facilitate exchange of information.	3%
6	Other Duties <ul style="list-style-type: none">▪ Use feedback from colleagues and external contacts to contribute to proposals for improvements to current working practices.▪ Other comparable duties as may be required at the request of your line manager and/or department director.	2%



Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ The ability to create inspirational, engaging and audience-focused content (including copy writing, image commissioning/selection, social media, video development) ▪ Proficiency with web content management systems (preferably Contensis or similar). ▪ Evidence of strong interpersonal skills and an ability to engage with and influence contacts at all levels, both internally and externally. ▪ Proven excellent written and verbal communication skills with a high attention to detail. ▪ Proven analytical and problem solving capability. ▪ Proven skills in collaborating as part of cross-functional project teams. ▪ Confident computing skills including Microsoft Office, databases and web content management systems. ▪ Ability to manage a diverse international workload with cultural sensitivity 	<ul style="list-style-type: none"> ▪ Some knowledge of HTML and CSS. ▪ Some knowledge of CRM systems. ▪ Project management skills. ▪ Content creation skills and proficiency with video equipment
Knowledge and experience	<ul style="list-style-type: none"> ▪ Experience of creating and managing the design and production of online and offline communications ▪ A good understanding of the theory and practice of integrated communications planning and execution. ▪ Experience of underpinning recommendations with insight sourced from market research, best practice review and web analytics/email data. ▪ Experience of contributing to an annual communications plan, gaining agreement from internal customers, and progressing on own initiative whilst seeking appropriate sign-offs. ▪ An excellent understanding of the role of social media in delivering measurable contributions to integrated campaigns; and experience of developing and implementing social media activity. ▪ Experience of working independently and dealing with unforeseen problems and circumstances, by taking decisions and thinking creatively. ▪ Awareness of developments in donor communications within the charity sector. 	<ul style="list-style-type: none"> ▪ Experience of working in a Higher Education or charity environment. ▪ Experience of using The Raiser's Edge database. ▪ Experience of the diverse cultural, social and digital media landscapes within the Asia Pacific region.
Qualifications, certification and training (relevant to role)	<ul style="list-style-type: none"> ▪ HNC or HND in a relevant subject, or equivalent qualifications, plus considerable experience in a relevant role. OR ▪ Broad substantial relevant experience 	<ul style="list-style-type: none"> ▪ Undergraduate degree in marketing, web or related field. ▪ Copywriting/editing/journalism qualification



Statutory, legal or special requirements	▪ Knowledge or experience of handling sensitive data and an understanding of UK Data Protection legislation	
---	---	--



Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University’s strategy, vision and values. The following are essential to the role:

- Valuing people** Is friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of way to ensure people feel valued, developed and supported.
- Taking ownership** Is clear on what needs to be done encouraging others to take ownership. Takes action when required, being mindful of important aspects such as Health & Safety, Equality, Diversity & Inclusion, and other considerations.
- Forward thinking** Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.
- Professional pride** Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.
- Always inclusive** Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.

Key relationships with others

Line managers

Communications
Manager - Regular
Giving

Role holder

Communications
Officer

Key stakeholder relationships

Regular Giving
and Supporter
Engagemnet

Asia Pacific Team
including
Director of
Philanthropy in
Asia Pacific

Alumni,
Donors &
Volunteers

Research
Communicati
ons